

**Abstract of the Disclosure**

5 A virtual makeover system and method are disclosed which allows users to apply beauty products to a personal photographic image, thereby creating a digitally enhanced image. The system includes a product catalog, a palette database, and an image database, all of which may be accessed by a user via a communications network or stored on the hard drive of a user's computer. Users can upload digital photographs of themselves or others, or can retrieve an image from the image database, and outline various features in the photograph. The user may apply selected beauty products available in the product catalog to the various features.

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